

“B2B Nuggets”

Brother to Brother Program
Lodge Resources Committee

March 2017

Grand Lodge of A.F. & A.M. of Canada in the Province of Ontario
GLCPOO 11.15

Welcome to “B2B Nuggets”. Each Issue of “B2B Nuggets” is intended to focus on one element of the Brother to Brother program, which has been designed to help you retain, revitalize and renew membership in your lodge.

“B2B Nuggets” will also assist in promoting a better understanding of the benefits of the Brother to Brother membership retention program and strongly encourage its use in all Lodges of our Grand Jurisdiction.

The B2B Committee welcomes questions and/or suggestions for topics that could be addressed in future issues. Questions or suggestions not related to the Brother to Brother Program will be forwarded to the appropriate Grand Lodge Committee for response.

Revitalize Longer Serving Members

“This principle provides guidance to Lodge leaders in the development of the Mason who attends Lodge on a regular or irregular basis”.

Revitalization of Past Masters, Officers and Members

The objective here is to present ideas which will make ALL members feel that they belong and are an important part of the Lodge. The topics outlined for discussion in your Lodge where applicable are:

- Finding the right type of Lodge Management.
- Coping with change.
- Better and more diverse programs in Lodge.
- Ideas for more participation by members.
- Conducting Membership Opinion Surveys.

Along with other ideas and tools, it’s imperative that ALL members feel needed, wanted and welcomed. “IF YOU BUILD IT, THEY WILL COME!”

Ideas for Revitalization in General

How can we revitalize the existing membership?

We should be using many of the programs we currently have developed for lodge use such as the Mentor, Friend to Friend and Officer Progression programs. These are programs that the average member, for the most part, does not understand. It is not his fault. Leadership, whether Lodge, district or Grand Lodge has not promoted or informed the brethren enough regarding the benefits of using these programs. The information is readily available and we must translate that information into communication.

If the average member knew the strength of the fraternity he joined as it relates to him, then he would have reason to attend Lodge. Until he can relate to Freemasonry on a personal basis and see how he can bloom spiritually, he will continue to compare going to Lodge with going any other social event.

Some examples of these hidden qualities include leadership, communication, public speaking, confidence, administrative, management and organization skills.

Once a mason understands the precepts and sees the value to him as a person, we can then explain the value of many other things we do that are needed in everyday life.



Finding the Right Type of Lodge Management:

"Brethren, such is the nature of our institution that, while some must of necessity rule and teach, so others must of course learn to submit and obey..."

Masonry is a fraternal organization, which prides its self on the equality of its members. As noted in the preceding quotation from the "General Charge", certain members must take a leadership role for their Lodge to survive and flourish. How Lodge Management is conducted can have a profound effect on the success of the Lodge.

Let's examine the various techniques of Lodge Management styles that exist so that we might determine which style of leadership is best suited to a modern-day Craft Lodge. The goal is to determine how to create a successful management scheme for your Lodge.

Lodge Management can run the gamut from "totally autocratic" to "fully democratic". The successful formula lies somewhere in between. Perhaps you will identify the style that your Lodge employs. Maybe you will be pleased with what you find. You may identify problems with your Lodge's management style also. Working to remedy this will offer your examination fruitful results.

Masonry can't tolerate Lodge Management by one dominant member, or a small group of members. Management by one individual or a small clique leads to conflict and lack of vitality. This type of management has no place in the modern Lodge. Decisions made by decree, or even with consultation and then decree, have no advantages, they create disharmony, including: dictatorship, dissension, anger and resentment, turns members off masonry, absence of new members, poor attendance by seasoned members and decisions that are not in best interests of the Lodge.

To overcome the disadvantages of autocratic leadership and its negative impact on the

vitality of the Lodge, several managerial styles are employed. While they provide certain advantages, any restriction of participation by the membership will still create disadvantages. Masonry's ability to move forward in the face of changing times and circumstances will require full participation and flexibility by all its members to avoid stagnation.

The "Friend to Friend Program" is designed to generate an interest in quality men to join the Craft. We must prepare for the integration of these new members. The "Mentor Program" is making these new members knowledgeable about Masonry in a manner not witnessed in candidates in past years. This knowledge and an interest in the operations of the Lodge must be directed towards maintaining the interest which first attracted them to the Craft and making them better long-term, active members. Masons come from all walks of life and vocations and each has something distinctive to contribute to the advancement of the Fraternity. Members bring unique skills, enthusiasm and interests to the Craft as well as a sincere desire to improve themselves and Masonry. New members must be immediately encouraged to participate in – and take ownership of – the management of the Lodge by involving themselves with their thoughts, opinions and special talents, such as accounting, administrative, planning, management, leadership, etc.

These unique skills should be harnessed and used to improve the Lodge by consulting the membership and obtaining a consensus of the best course of action.

No management style is without disadvantages, but these are manageable. The benefit is efficient action. A surplus of ideas and a requirement for strong management, could also be viewed as advantages.

Modern Lodge Management requires participation by the members, under the strong direction of the Master, where every member feels he belongs and participates in its



management, where the views of all members are valued, where a consensus of views is taken, and where good management is guaranteed through a system of succession of the Officers.

Activities should be the result of a carefully conceived plan, developed by the Master, with assistance from Lodge Officers and Past Masters. The plan should have an interesting balance between degree and social programs, and provides for optimum participation by all Lodge members.

Your challenge is to assess the management style used by your Lodge and, if necessary, to alter it (FOR THE BETTER).

Coping with Change

One of our basic tenets is that it is not in the power of any man or body of men to make innovation in the body of Masonry, however change is said to be inevitable. What often gets lost in the heat of debate is the nature of the change. Landmarks, Tenets, Principles and the Ritual require consistency for the Craft to survive. Equally important for survival are the changes necessary to keep the Craft current with modern society. We have entered an era with many changes and new challenges and without recognizing the need to modernize our management philosophies there is little likelihood that the truly important unalterable principles will have the fertile ground in which to survive and grow.

Changes are occurring daily all around us. We cannot drag our feet in an attempt to stop the changes. We must adapt to those changes so that we will survive. Freemasonry, therefore, must also change to keep up with the evolution of society so that Freemasonry will not only survive in the new century, it will flourish.

Freemasonry cannot stand still in this fast-paced world. It must be at the forefront of

change, not in those areas which are inviolable, but in Lodge Management.

This article was edited and modified to this newsletter format from The Lodge Resource Manual Section 4 "Brother 2 Brother: 4.4.2, 4.10 to 4.10.4

